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11/12/58

fashion calendar

january

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

january - 1959

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february - 1959

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march - 1959

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 14, 1958</u>			
Thursday Nov. 13 9:30 A.M. Breakfast	PRESS PREVIEW OF SKI FASHIONS Ohrbach's will invite the press to preview their "active" and "after" ski fashions. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	2ND FLOOR SKI SHOP
Thursday Nov. 13 9:30 A.M.- 10:30 A.M.	ROOM SETTINGS FOR FASHION PHOTOGRAPHY Settings by leading decorators, showing how these rooms may be used in fashion photography. Contact: Sue Gardner, CH. 4-7444.	DESIGN CENTER FOR INTERIORS	415 EAST 53RD STREET
Thursday Nov. 13 12:15 P.M. Cocktails- Luncheon	PREVIEW OF "LARK": NEW SMALL CAR Luncheon preview of the 1959 "Lark" by Studebaker, new smaller family car, with demonstration of family features appealing to women. By invitation. Contact: Gar Schmidt, Selvage & Lee, 500 Fifth Ave., OX. 5-6200.	STUDEBAKER PACKARD CORPORATION	TAVERN-ON-THE-GREEN C.P.W. AT 67TH STREET
Thursday Nov. 13 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON Fall and Winter fashions from the Petit Salon de Couture during luncheon. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	BABA ORIGINALS (72 E. 86TH ST.)	HOTEL PIERRE ROOF GARDEN
Thursday Nov. 13 3:00 P.M.	PREVIEW: "CHRISTINA" DRESS COLLECTION Tina Leser will present her new "Christina" dress collection to the press. By invitation. Daily thereafter at 3:00 P.M., by reservation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Friday Nov. 14 9:00 A.M. And 12:00 Noon	AMERICAN READY-TO-WEAR: BREAKFAST & LUNCHEON Co-Chairmen: Margaret de Mille, Fashion Director, Bloomingdale's; Edith Raymond, "Mademoiselle". Breakfast: \$6.00, members; \$8.50 guests. Luncheon: \$8.00, members; \$10.50 guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Friday Nov. 14 7:30 P.M.	"FRONT PAGE" DINNER-DANCE The 1958 Edition with presentation of Annual News Awards and the Anne O'Hare McCormick Journalism Scholarship. Tickets: \$15.00 - \$25.00. Publicity: Emily S. Nathan, CI. 5-5917.	N.Y. NEWSPAPER WOMEN'S CLUB	HOTEL ASTOR BALLROOM
Friday Nov. 14 8:30 P.M.	NINTH ANNUAL "FAN BALL" The ninth annual "Fan Ball" for benefit of the Children's Cancer Fund Of America. Hon. Chairman: Mrs. Dwight D. Eisenhower. Tickets: \$50.00 per person. Publicity: Tappin & Tew, PL. 1-2644.	CHILDREN'S CANCER FUND OF AMERICA	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, NOVEMBER 16, 1958</u>			
Sunday Nov. 16 1:00 P.M. Brunch	CUSTOM-MADE COLLECTION DURING BRUNCH "Pink Champagne and Roses"--custom-made fashions by Martier-Raymond. Hats: John Frederics. Reservations--\$3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., MU. 9-8542.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Monday Nov. 17 12:30 P.M. Luncheon	SHOWING OF HATS AND FURS DURING LUNCHEON Holiday millinery and coiffures by Walter Florell. Furs: Fredrica. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	WALTER FLORELL; FREDRICA FURS	SHERATON-EAST HOTEL BALLROOM
Monday Nov. 17 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW SHOWING OF WEST GERMAN FASHIONS Lufthansa will invite the press to a premier showing of West German Fashion in the United States. <u>Trade breakfast</u> Wed., Nov. 19, from 9:00 A.M. to 11:00 A.M. By invitation. Publicity: Mrs. Alice Young, MU. 2-9100.	LUFTHANSA GERMAN AIRLINES	HOTEL PLAZA TERRACE ROOM
Monday Nov. 17 7:30 P.M.	AWARD-DINNER BY FASHION DESIGNERS Special award dinner and Fashion Horizon Show, honoring Gov. Averell Harriman and Stanley Marcus of Neiman Marcus. Contact: New York Fashion Designers, 1457 Broadway, WI. 7-0324.	N.Y. FASHION DESIGNERS, INC. (1457 BROADWAY)	HOTEL PIERRE BALLROOM
Beginning Monday Nov. 17	OPENING OF SPRING MISSES COLLECTION Continuous showings of Spring misses and half-size dresses, and McKettrick knits. Publicity: Merre White or Dorothy McCauley, PE. 6-6525.	McKETTRICK-WILLIAMS	1400 BROADWAY SHOWROOM - 23RD FLOOR
Tuesday Nov. 18 10:00 A.M. Breakfast	PREVIEW: RESORT AND HOLIDAY COLLECTION Gimbels will preview their Resort and Holiday collection to the press. By invitation. Publicity: Margot Infantino, PE. 6-5100.	GIMBELS	3RD FLOOR BRIDAL SALON
Tuesday Nov. 18 10:00 A.M.- 1:00 P.M.	PRESS PREVIEW: "THE ROARING TWENTIES" "A Retrospective Look at a Fabulous Decade"--exhibition of costumes, furniture, three dimensional groups and photographs depicting the era of the roaring twenties. By reservation. Open to public, Nov. 20-March 8. Publicity: Winifred McCulloch, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	FIFTH AVENUE & 103RD STREET
Tuesday Nov. 18 2:30 P.M.	PRESS PREVIEW: SPRING COAT & SUIT COLLECTION Murray Nieman will present his Spring coat and suit collection to the press. By invitation. Publ.: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	MURRAY NIEMAN (252 WEST 38TH ST.)	HOTEL PLAZA CRYSTAL ROOM
Tuesday Nov. 18 6:30 P.M.- 9:30 P.M.	WEEKLY FASHION CAREER COURSE Subject: "Selling Fashion In Print"--Moderator: Helen Valentine. Panel: Eugenia Sheppard, N. Y. Herald Tribune; Solita Arbib, McCann Erickson; Ruth Straus, Bloomingdale's. Each session: \$2.50 (except Nov. 25, \$3.50). Chairman: Jeanne Pierre. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	29 WEST 39TH STREET ENG. SOC. AUDITORIUM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 19 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Showing by A La Carte Fashions; Furs--Henry Greenhut; Hats--John Frederics; Original Paris models--Alice Schweitzer. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	FOUR EXHIBITORS	HOTEL PIERRE ROOF GARDEN
Thursday Nov. 20 9:30 A.M. Breakfast	PREVIEW OF HOME ACCESSORIES & GIFTS Press preview of decorative home accessories and giftware. By invitation. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BOUTIQUE SHOP
Thursday Nov. 20 7:30 P.M. Dinner- Dance	EIGHTH ANNUAL "ANGELS BALL" The 8th annual Angels Ball, co-sponsored by N.Y. Chapter of the National Council of Jewish Women and Helena Rubinstein, for the benefit of Council's Thrift Shop. Co-chairmen, publicity and prizes: Ann R. Silver and Barbara Kling, MU. 7-8654. Reservations: \$130 per couple. Contact: LE. 5-5900.	NATIONAL COUNCIL OF JEWISH WOMEN	HOTEL PLAZA BALLROOM
Thursday Nov. 20 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "Snow Ball"--eleventh annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Entertainment by members of fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$100.00 each; contact: Costume Institute, TR. 9-5500, Ext. 381.	COSTUME INSTITUTE- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Friday Nov. 21 4:00 P.M.	ANNUAL CHRISTMAS BAZAAR Bazaar from 4:00 P.M. to 7:00 P.M. Admission: \$1.50. Contact: TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX. AVE.)	HOTEL ROOSEVELT BALLROOM
Wednesday Nov. 26 12:30 P.M. Luncheon	BRIDAL COLLECTION BY "MIMI OF MAURER" Premiere showing for the press of bridal collection under new label, "Mimi Of Maurer", division of Maurer Originals. By invitation. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS; MAURER ORIGINALS	ST. MORITZ HOTEL SKY GARDEN ROOF
Wednesday Nov. 26- Nov. 30	INTERNATIONAL PET FESTIVAL, 1958 Over 2000 exhibits from ants to elephants, with 100 chinchillas as prizes. Hours: Nov. 26, 12:00 Noon - 11:00 P.M. Nov. 27, 28, 29, 10:00 A.M. - 11:00 P.M. Nov. 30, 1:00 P.M. - 10:00 P.M. Admission: \$.95; Children, \$.75. Contact: Murray Zaret, ES. 5-0112. Publicity: George Arons, PL. 3-7972.	ANIMAL BUSINESS ASSOCIATES, INC.	NEW YORK COLISEUM COLUMBUS CIRCLE
Nov. 27	THANKSGIVING DAY (Thursday)--LEGAL HOLIDAY.		
Thursday Nov. 27 9:45 A.M.	THIRTY-SECOND ANNUAL THANKSGIVING DAY PARADE Macy's 100th Anniversary Thanksgiving Day Parade, with stars of film and television, spectacular floats, bands, cowboys, clowns and costumed marchers, starting at 9:45 A.M. from 77th Street and Central Park West, and arriving at the reviewing stand in front of Macy's from 11:00 A.M. to 12:00 Noon. The Popeye Balloon, Toy Soldier and Spaceman will be filled with air (instead of helium, this year), attached to booms, and raised 80 feet in the air and 20 feet off the ground by derricks. Contact: Joe Hanley, Special Events Mgr., OX. 5-4400, Ext. 3078.	MACY'S NEW YORK	FROM 77TH STREET & CENTRAL PARK WEST

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Nov. 30- Dec. 4	SPRING AND SUMMER SHOE FASHIONS The 21st semi-annual showing of popular price shoe fashions for men, women and children, co-sponsored by The Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-managers: Edward Atkins and Maxwell Field. (Press luncheon, 12:30 P.M., Tuesday, Dec. 2, at Hotel New Yorker.) Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & McALPIN & TRADE BLDG.
Tuesday Dec. 2 4:30 P.M. Cocktails	PRESS PREVIEW: NEW RESERVATION OFFICES The press will be invited to the opening of Alitalia's new reservation offices. By invitation. Publicity: Joe LeTourneau or Lucie Lyons at Martial & Co., 29 East 61st St., TE. 8-6270.	ALITALIA AIRLINES	666 FIFTH AVENUE MAIN FLOOR
Thursday Dec. 4 12:00 Noon Luncheon	CHILDREN'S FASHIONS AT ANNUAL MEETING Children's fashions by male designers in the women's wear field, an "idea" show illustrating how this group would like to see little girls dressed this Spring and Easter. (Prices and more details later). Contact: CI.7-3940.	THE FASHION GROUP, INC., (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Saturday Dec. 6- Dec. 11	DISPLAY MARKET WEEK IN NEW YORK Trade showing of Spring and Easter display products. Contact: Gabriel Valenti, LO. 3-1000, Ext. 419.	NATIONAL ASS'N OF DESPLAY INDUSTRIES	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE
Monday Dec. 8 12:30 P.M. Luncheon	COTTON FASHIONS BY LEADING DESIGNERS "Incandescent Colors"--Resort fashions in Galey & Lord cottons by: Brigance, Estevez, Tina Leser, Vera Maxwell, Clothes by Townley, Clare Potter, Scaasi, Adele Simpson, Herbert Sondheim, Trigere. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Publicity: Rosemary Sheehan, MU. 5-1280. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	GALEY & LORD (1407 BROADWAY)	SHERATON-EAST HOTEL BALLROOM
Tuesday Dec. 9 2:30 P.M.	PREVIEW OF SPRING HAT COLLECTION Miss May will present her Spring hat collection to the press and buyers. By invitation. Publicity: Maud Moody, 240 Madison Ave., LE. 2-5562	MISS MAY	23 WEST 57TH STREET SALON
Tuesday Dec. 9 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW: SPRING & SUMMER LINGERIE Preview of "Faerie Lingerie" fashions for Spring and Summer to the press and buyers. (Showing at 5:00 P.M.). By invitation. Publicity: Marion W. Nagle at Beaumont, Heller & Sperling, 6th & Walnut, Reading, FRANKLIN 5-4311.	FAIRY MILLS, INC. (SHELLINGTON, PA.)	SAVOY-HILTON HOTEL SAVOY ROOM
Wednesday Dec. 10 11:00 A.M.	PREVIEW OF SPRING COLLECTION Maria Krum will present her couture Spring collection to the press and buyers. By invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Thursday Dec. 11 9:30 A.M. Breakfast	PRESS PREVIEW OF RESORT FASHIONS Peck & Peck will preview their Resort fashions to the press. By invitation. Publicity: Xenia Bank, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE (21ST ST.) 6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 11 12:00 Noon Luncheon	SPRING-SUMMER FASHIONS IN CONE FABRICS Press preview of Spring and Summer fashions in Cone Mills fabrics at Christmas luncheon. By invitation. Contact: Terry Reynolds, LO. 5-4600. Publicity: Pauline Parker, LE. 2-9994.	CONE MILLS INC. (1440 BROADWAY)	SAVOY-HILTON HOTEL SAVOY ROOM
Thursday Dec. 11 3:30 P.M.	PRESS PREVIEW OF SPRING FASHIONS Galanos will present a press preview of his Spring fashions. By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL BALLROOM
Tuesday Dec. 16 8:30 P.M.	SPECIAL TRIBUTE TO CLAIRE McCARDELL Parsons School of Design scholarship endowment fund, as a memorial to Claire McCardell, to be raised by a fashion committee, in collaboration with The Fashion Group. Chmn: Dorothy Shaver. Co-Chmn: Sally Kirkland and Hope Skillman. Donors of \$50 or more will be invited to the Dec. 16 documentary showing of Claire McCardell's fashion designs through 25 years. Contact: Parsons School of Design, 410 E. 54 St., PL. 9-2214; or Eleanor Lambert, MU. 8-2130.	PARSONS SCHOOL-CLAIRE McCARDELL SCHOLARSHIPS	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Monday Dec. 22 9:30 P.M.	"DEBUTANTE COTILLION" CHRISTMAS BALL The 23rd Annual Christmas Ball for benefit of the New York Infirmary. By invitation. N.Y. Infirmary contact: Lois Best, OX. 7-9575.	FOR BENEFIT OF NEW YORK INFIRMARY	WALDORF-ASTORIA GRAND BALLROOM
Dec. 25	CHRISTMAS (Thursday)		
Jan. 1	NEW YEAR'S DAY (Thursday)		
Monday Jan. 5 10:00 A.M. Coffee	PREVIEW OF SPRING HAT COLLECTION Sally Victor will preview her Spring millinery collection to the press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Monday Jan. 5 5:15 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Emme will preview her Spring millinery collection to the press and buyers. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMME (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Tuesday Jan. 6 8:30 A.M. Breakfast	SHOWING OF SPRING HAT COLLECTIONS The Trade Promotion Committee of Millinery Stabilization Commission will present a showing of the Millinery Creators' Spring and Easter hats. By invitation. Contact: LO. 4-7800.	MILLINERY STAB. COMM. (1450 BROADWAY)	HOTEL ASTOR BALLROOM
Wednesday Jan. 7 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Spring millinery collections of Irene and Rivera will be presented to the press. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Thursday Jan. 8 11:00 A.M.	PREVIEW OF SPRING HATS AND COIFFURES Walter Florell will preview his new Spring coiffures and newest Spring hats. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 11- Jan. 17	THIRTY-SECOND NATIONAL PRESS WEEK IN NEW YORK Spring collections of leading designers (members of N.Y. Dress Institute, auxiliary and group showings) will be presented to the visiting press. By invitation only. Press Director: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE (1450 BROADWAY)	WALDORF-ASTORIA AND SHOWROOMS
Monday Jan. 12 7:30 P.M. Dinner	TWENTY-SIXTH ANNIVERSARY DINNER "Wash And Wear" will be theme of Spring and Summer lines by House and Day-time Dress Mfrs. Price: \$25.00. Contact: Bette Kahn, N.A.H.D.M., 1350 Broadway, IA. 4-6352.	NAT'L ASS'N OF HOUSE & DAYTIME DRESS MFRS.	WALDORF-ASTORIA BALLROOM
Monday Jan. 12- Jan. 15	FORTY-EIGHTH ANNUAL CONVENTION Theme: "Selling Is Everybody's Job"--annual convention of National Retail Merchants Association (formerly NRPGA) - 4-day meeting with 31 different seminar sessions, and leading authorities discussing various phases of retailing. Registration fees: \$10.00 per individual; \$50.00 per firm. (Non-members: \$20.00 per person). Banquet: Thurs., Jan. 15, 6:45 P.M.; featured speaker: Charles H. Kellstadt, pres., Sears, Roebuck & Co., Chicago. Banquet reservations: \$15.00. Contact: Stephen K. Small, Public Relations Director, 100 West 31st St., CH. 4-8780.	NATIONAL RETAIL MERCHANTS ASS'N.	STATLER-HILTON HOTEL
Thursday Jan. 15 10:30 A.M.	PREVIEW OF SPRING & SUMMER MILLINERY Mr. John will preview his Spring and Summer millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN, INC.	51 EAST 57TH STREET SALON

OPENINGS OF SPRING COLLECTIONS IN ROME, FLORENCE, LONDON AND PARIS

Thursday Jan. 15- Jan. 19	OPENING OF ROME COUTURE COLLECTIONS Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro 147, Rome.	CENTRO ROMANO L'ALTA MODA	ROME, ITALY
Monday Jan. 19- Jan. 24	OPENING OF FLORENCE COUTURE COLLECTIONS Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE LA MODA	FLORENCE, ITALY
Wednesday Jan. 21- Jan. 23	OPENING OF LONDON COUTURE FASHIONS Designers include: Hardy Amies, John Cavanagh, Charles Creed, Norman Hartnell, Lachasse, Mattli, Michael, Digby Morton, Ronald Paterson, Michael Sherard, Victor Stiebel, Worth. (Specific dates to be announced later). Contact: Ann Ryan, 461 Old Bond Street, London, W.I.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Beginning Monday Jan. 26	OPENING OF PARIS COUTURE COLLECTIONS Contact: Chambre Syndicale, 102 Rue du Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

Wednesday Jan. 21 9:30 A.M.	PRESS PREVIEW: MID- WINTER FURNITURE SHOW Macy's mid-winter furniture show (9th floor) will be presented to the press. By invitation. Publicity: Reni Kuhn, OX. 5-4400, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
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MUSIC...MOVIES...THEATRE

Thursday
Nov. 13 PREMIERE: "HOUSEBOAT" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET
Co-starring Cary Grant and Sophia Loren, with Martha Hyer and Harry Guardino, the Paramount presentation in VistaVision and Technicolor.
Producer: Jack Rose. Director: Melville Shavelson. Costumes: Edith Head.
Publicity: Bert Champion, BR. 9-8700.

Monday
Nov. 17 FOURTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon., Nov. 17: Puccini's LA BOHEME. Tues., Nov. 18: Mozart's THE MAGIC FLUTE. Wed., Nov. 19: Puccini's MADAMA BUTTERFLY. Thurs., Nov. 20: Mascagni's CAVALLERIA RUSTICANA. Fri., Nov. 21: Bizet's CARMEN. Sat., Mat., Nov. 22: Verdi's RIGOLETTO. Sat., Eve., Nov. 22: Mussorgsky's BORIS GODUNOV. Publicity: Francis Robinson, PE. 6-1200.

Wednesday
Nov. 19 OPENING: "THE SHADOW OF A GUNMAN" BIJOU THEATRE, 209 WEST 45TH STREET
The Sean O'Casey play with Zama Cunningham, Stefan Gierasch, Daniel Reed and Susan Strasberg presented by Cheryl Crawford and Joel Schenker by arrangement with The Actors' Studio. Director: Jack Garfein. Sets: Peter Larkin. Costumes: Ruth Morley. Publ.: Arthur Cantor, CI. 6-6495.

Monday
Nov. 24 OPENING: "EDWIN BOOTH" 46TH STREET THEATRE, 226 WEST 46TH ST.
Co-starring Jose Ferrer, Lois Smith and Lorne Greene, with Richard Waring and Ian Keith, in a play about the great American actor of yester-year.
Directed and presented by Jose Ferrer and The Playwrights Company.
Costumes: Edith Head. Publicity: William Fields, PL. 3-7500.

Tuesday
Nov. 25 OPENING: "GUE FOR PASSION" HENRY MILLER THEATRE, 123 WEST 43RD ST.
The Playwrights Co. and Franchot Productions will present a new play written and directed by Elmer Rice, co-starring Diana Wynyard and John Kerr. Sets: George Jenkins. Costumes: Dorothy Jenkins. Publicity: William Fields, PL. 3-7500.

Monday
Dec. 1 OPENING: "THE FLOWER DRUM SONG" ST. JAMES THEATRE, 246 WEST 44TH STREET
Richard Rodgers and Oscar Hammerstein, in association with Joseph Fields, will present a musical based on C.Y. Lee's novel about San Francisco's Chinatown. The cast will include Miyoshi Umeki, Juanita Hall, Pat Suzuki and Ed Kennedy. Director: Gene Kelly. Sets: Oliver Smith. Costumes: Irene Sharaff. Publicity: Michael Mok, MU. 5-5927.

Tuesday
Dec. 2 OPENING: "THE GAZEBO" LYCEUM THEATRE, 149 WEST 45TH STREET
Jayne Meadows and Walter Slezak will co-star with Edward Andrews in the mystery-comedy by Alec Coppel, presented by The Playwrights Co. and Frederick Brisson. Director: Reginald Denham. Sets: Jo Mielziner. Costumes: Virginia Volland. Publicity: William Fields, PL. 3-7500.

Wednesday
Dec. 3 OPENING: "THE DISENCHANTED" THEATRE TO BE ANNOUNCED
William Darrid and Eleanor Saidenberg will present the drama based on Budd Schulberg's novel about the American writer Scott Fitzgerald, co-starring Jason Roberts Jr. and Rosemary Harris. Director: David Pressman. Lighting: Jean Rosenthal. Costumes: Ann Roth. Publicity: Arthur Cantor, CI. 6-6495.

Thursday
Dec. 4 OPENING: "THE COLD WIND AND THE WARM" MOROSCO THEATRE, 217 W. 45TH STREET
Co-starring Eli Wallach and Maureen Stapleton, with Sanford Meisner, Sig Arno and Clifford Davis, the adaptation of S.N. Behrman's novel, presented by the Producers Theatre. Director: Harold Clurman. Costumes: Motley.
Publicity: Barry Hyams, CO. 5-4784.